



ROBERT RYANS
Director

COMMUNITY AND SENIOR SERVICES
OF LOS ANGELES COUNTY

BOARD OF SUPERVISORS
GLORIA MOLINA
YVONNE BRATHWAITE BURKE
ZEV YAROSLAVSKY
DON KNABE
MICHAEL D. ANTONOVICH

June 24, 2003

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

**ACCEPTANCE OF FUNDS TO SUPPORT
MARKETING AND BUSINESS OUTREACH EFFORTS FOR
LOS ANGELES REGION WORKFORCE INVESTMENT ACT SERVICES
(ALL SUPERVISORIAL DISTRICTS) (4 VOTES)**

IT IS RECOMMENDED THAT YOUR BOARD:

1. Authorize the Director of CSS, or his designee, to accept \$225,000 from the City of Los Angeles Community Development Department, administrative entity for the City of Los Angeles Workforce Investment Board in support of marketing strategies to be conducted through June 30, 2004, and authorize CSS to enter into an appropriate MOU with the City outlining the obligations of the parties, upon County Counsel approval.
2. Authorize the Director of Community and Senior Services (CSS), or his designee, to accept \$25,000 from the Southeast Los Angeles County Workforce Investment Board (SELACO) in support of marketing strategies to be conducted through June 30, 2004, and authorize CSS to enter into an appropriate Memorandum of Understanding (MOU) with SELACO outlining the obligations of the parties, upon County Counsel approval.
3. Authorize the Director, or his designee to accept up to an additional \$150,000 anticipated from the City of Los Angeles for continued support of these marketing efforts, contingent on Chief Administrative Office and County Counsel approval, provided that the Director notifies the Board of Supervisors in writing within ten (10) working days of acceptance.

PURPOSE/JUSTIFICATION OF RECOMMEND ACTIONS

Board approval is required by June 30, 2003 to authorize the receipt of these funds from the City of Los Angeles and SELACO. CSS received notification from SELACO of the \$25,000 contribution for the continued provision of business and job search services to the community. In addition, CSS received notification from the City of Los Angeles of the \$225,000 allocation toward the costs associated with the provision of marketing, advertising, and business outreach activities within the County of Los Angeles.

The City of Los Angeles and SELACO are preparing the MOUs and will be forwarding them to CSS for execution. Upon County Counsel's approval, CSS will enter into these MOUs to support countywide marketing and outreach activities of workforce development services.

These activities will be outlined in a comprehensive marketing plan to be presented to your Board for approval at a later date. In addition, approval of an appropriation adjustment in the amount of \$250,000 for FY 2003-04 will be requested to fund the activities proposed in the marketing plan.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The marketing and outreach activities will contribute to Goal 2: Workforce Excellence of Los Angeles County's Strategic Plan. These activities are also part of CSS' Strategic Plan to be more responsive to customer needs and the local economy.

FISCAL IMPACT/FINANCING

The City of Los Angeles and Southeast Los Angeles County WIBs will provide a combined total of \$250,000 in support of countywide outreach/marketing efforts to be conducted in FY 2003-04. These funds, however, must be accepted by the County by June 30, 2003. There is no impact on the County General Fund.

CSS will return to the Board with a comprehensive marketing plan and request approval of an appropriation adjustment in the amount of \$250,000 for FY 2003-04.

The City of Los Angeles will continue to work with the County on regional efforts and CSS will solicit additional monies to support marketing and outreach activities. The City of Los Angeles has indicated that up to an additional \$150,000 may be available in support of this work.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

Employment and Training programs are facing funding shortfalls according to recently released federal and State budgets. As administrator of Los Angeles County Local Workforce Investment Area funds, CSS will face financial challenges that will increasingly affect the delivery of services available to residents and businesses throughout Los Angeles County. These circumstances make it especially important for the Workforce Investment Boards (WIBs) throughout Los Angeles County to leverage diminishing resources and work collaboratively on behalf of its residents.

CSS collaborates with other local Workforce Investment Areas in the development and implementation of a Workforce Development System. As such, Los Angeles County has taken the lead in publicizing the system as a viable resource to businesses and career seekers in both a good or poor economy. It is critical for CSS to promote the wealth of resources and services available through independently contracted agencies (identified as WorkSource Centers) in the one-stop delivery system.

Since year 2000, CSS, on behalf of the Los Angeles County WIB, has implemented outreach and public awareness initiatives. Previous motions issued by your Board have allowed limited marketing and outreach activities and CSS has implemented strategies to effectively meet the goals and objectives of these motions. These initiatives have increased awareness of employment and training services available through the "one-stop" service system, leveraged resources, and have helped build stronger relationships with other local Workforce Investment Areas and state agencies.

CONTRACTING PROCESS

The City of Los Angeles and SELACO are preparing the MOUs and will be forwarding them to CSS for execution. Upon County Counsel's approval, CSS will enter into these MOUs to support countywide marketing and outreach activities of workforce development services. These activities will be outlined in a comprehensive marketing plan to be presented to your Board at a later date.

Honorable Board of Supervisors
June 24, 2003
Page 4 of 4

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The contributions made by the City of Los Angeles and the Southeast Los Angeles County WIBs will provide continuity and help sustain the workforce development system. In addition, continued promotion of WIA services available through WorkSource California will build an increased awareness of these vital resources among the job seekers and businesses of Los Angeles County. Our previous marketing efforts have led to an increase in the number of clients served and an overall strengthening of the local economy.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Robert Ryans", with a long horizontal flourish extending to the right.

ROBERT RYANS
Director

c: David E. Janssen
Lloyd W. Pellman
Violet Varona-Lukens
J. Tyler McCauley